

# Consumer Collaboration on CSR Initiatives: reasons and consequences on companies and products evaluation

**Rita Coelho do Vale**

Universidade Católica Portuguesa

**Pedro Verga Matos**

Universidade de Lisboa, ISEG - Lisbon School of Economics & Management

## Acknowledgements:

We acknowledge FCT funding support with project PTDC/EGE-OGE/30345/2017 and multi-year research funding UIDB/00407/2020 (CUBE) and UIDB/04521/2020 (ADVANCE/CSG)

## Cite as:

Coelho do Vale Rita, Verga Matos Pedro (2024), Consumer Collaboration on CSR Initiatives: reasons and consequences on companies and products evaluation. *Proceedings of the European Marketing Academy*, (122531)

Paper from EMAC Regional Conference, Lisbon, Portugal, September 25-27, 2024



# Consumer Collaboration on CSR Initiatives: reasons and consequences on companies and products evaluation

## **Abstract**

This research examines the impact of requesting consumers' collaboration in CSR initiatives led by retailers. It analyzes the impact of asking for consumers' involvement in different types of CSR initiatives (social, environmental, or philanthropic), on consumers' retailer evaluations and purchase intentions. Results indicate that CSR initiatives that require consumers' collaboration seem to impair rather than enhance consumers' attitudes toward retailers and their products. This negative effect is dependent on CSR initiative type, being particularly more pronounced for environmental initiatives than for social and philanthropic initiatives, indicating that requesting consumers' collaboration may ultimately be detrimental for retailers.

**Subject Areas:** *Consumer Behavior; Retailing*